

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-33. (Cancelled)

34. (New) A method of an Internet TV, the method comprising:

transmitting a first authentication request message to an information provider server communicatively coupled to the Internet TV during a session of the Internet TV, wherein the first authentication request message is configured to request information from the information provider server;

determining a state of the Internet TV upon receiving a first message requesting a delivery of an authentication number assigned to the Internet TV from the information provider server, wherein states of the Internet TV include a normal operation state and a default state, and wherein the Internet TV is in the default state when a problem with an operating system of the Internet TV results in a deletion of any authentication numbers stored in a memory device of the Internet TV;

displaying a user interface input screen received from the information provider server when the Internet TV is in the default state, wherein the user interface input screen is configured to receive user information associated with a subscription of the information from the

information provider server;

transmitting the user information to the information provider server;

requesting the information provider server to search for the authentication number in a database of the information provider server based on the transmitted user information; and

storing the authentication number in the memory device of the Internet TV upon receiving the authentication number from the information provider server.

35. (New) The method of claim 34, further comprising:

transmitting a second authentication request message to the information provider server during a subsequent session of the Internet TV, wherein the second authentication request message is configured to request the information from the information provider server; and

determining a state of the Internet TV during the subsequent session upon receiving a second message from the information provider server requesting the authentication number.

36. (New) The method of claim 35, further comprising:

accessing the memory device of the Internet TV to locate the authentication number when the Internet TV is in the normal operation state;

transmitting the authentication number to the information provider server upon locating the authentication number; and

receiving the information from the information provider server when the authentication

number is determined to be valid by the information provider server.

37. (New) A method of an Internet TV, the method comprising:

transmitting a first authentication request message to an information provider server communicatively coupled to the Internet TV during a session of the Internet TV, wherein the first authentication request message is configured to request information from the information provider server;

determining a state of the Internet TV upon receiving from the information provider server a first message requesting a delivery of an authentication number assigned to the Internet TV, wherein states of the Internet TV include a normal operation state and a default state, and wherein the Internet TV is in the default state when a problem with an operating system of the Internet TV results in a deletion of any authentication numbers stored in a memory device of the Internet TV;

accessing the memory device of the Internet TV to locate the authentication number when the Internet TV is in the normal operation state;

displaying a user interface input screen received from the information provider server if the authentication number is unavailable from the memory device, wherein the user interface input screen is configured to receive user information associated with a subscription of the information from the information provider server;

requesting the authentication number from the information provider server based on the

user information, wherein the user information is processed to register the Internet TV in a database of the information provider server; and

storing the authentication number in the memory device of the Internet TV upon receiving the authentication number from the information provider server.

38. (New) An Internet TV apparatus, comprising:

a processor; and

a memory coupled to the processor and configured to store a set of instructions that, when executed by the processor, causes the processor to perform a method, the method comprising:

transmitting a first authentication request message to an information provider server communicatively coupled to the Internet TV apparatus during a session of the Internet TV apparatus, wherein the first authentication request message is configured to request information from the information provider server;

determining a state of the Internet TV apparatus upon receiving from the information provider server a first message requesting a delivery of an authentication number assigned to the Internet TV apparatus, wherein states of the Internet TV apparatus include a normal operation state and a default state, and wherein the Internet TV is in the default state when a problem with an operating system of the Internet TV apparatus results in a deletion of any authentication numbers stored in a memory device of the Internet TV apparatus;

displaying a user interface input screen received from the information provider server when the Internet TV apparatus is in the default state, wherein the user interface input screen is configured to receive user information associated with a subscription of the information from the information provider server;

transmitting the user information to the information provider server;

requesting the information provider server to search for the authentication number in a database of the information provider server based on the user information; and

storing the authentication number in the memory device of the Internet TV apparatus upon receiving the authentication number from the information provider server.

39. (New) A method of an information provider server, the method comprising:

receiving a first authentication request message from an internet TV communicatively coupled to the information provider server during a session of the Internet TV, wherein the first authentication request message is configured to request information from the information provider server;

forwarding a first message to the Internet TV requesting an authentication number assigned to the Internet TV;

forwarding a user interface input screen to the Internet TV when the Internet TV is in a default state, wherein states of the Internet TV include a normal operation state and a default state, wherein the Internet TV is in the default state when a problem with an operating system of

the Internet TV results in a deletion of any authentication numbers stored in a memory device of the Internet TV, and wherein the user interface input screen is configured to receive user information associated with the Internet TV;

searching for the authentication number in a database of the information provider server based on the user information; and

forwarding the authentication number to the Internet TV, wherein the authentication number is stored in the memory device of the Internet TV.

40. (New) The method of claim 39, further comprising:

receiving a second authentication request message from the Internet TV during a subsequent session to the session of the Internet TV, wherein the second authentication request message is configured to request the information from the information provider server; and

forwarding a second message requesting the authentication number from the Internet TV.

41. (New) The method of claim 40, further comprising:

receiving the authentication number from the Internet TV when the Internet TV is in the normal operation state and when the authentication number is located in the memory device of the Internet TV;

determining a validity of the authentication number; and

forwarding the information to the Internet TV if the authentication number is determined to be valid.

42. (New) A method of an information provider server, the method comprising:

receiving a first authentication request message from an internet TV communicatively coupled to the information provider server during a session of the Internet TV, wherein the first authentication request message is configured to request information from the information provider server;

forwarding a first message to the Internet TV requesting an authentication number assigned to the Internet TV;

forwarding a user interface input screen to the Internet TV when the Internet TV is in a normal operation state and when the authentication number is unavailable in a memory device of the Internet TV, wherein states of the Internet TV include a normal operation state and a default state, wherein the Internet TV is in the default state when a problem with an operating system of the Internet TV results in a deletion of any authentication numbers stored in a memory device of the Internet TV, and wherein the user interface input screen is configured to receive user information associated with the Internet TV;

registering the Internet TV in a database of the information provider server upon receiving the user information from the Internet TV; and

forwarding the authentication number to the Internet TV, wherein the authentication

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number is stored in the memory device of the Internet TV.